

Berri fruit juice

The Australian fruit juice giant Berrivale Orchards Ltd is all set to enter the Indian market with its Berri brand of fruit juices. The Kochi-based Greatlinx Impex (P) Ltd has been appointed the sole agent in India for the Australian company. Greatlinx had signed an agreement with Unibrother Impex Ltd for marketing its products in three states in the South as well as Goa. The company has also firmed up marketing tie-ups with firms in Delhi and Mumbai.

Berrivale, which commands a 50 per cent share of the Australian market for fresh fruit juices, plans to position its product as a 'health drink'. Unlike some of its competitors in India, Berrivale is not planning to bottle its products in the country immediately. Initially they will supply ready-to-serve products. Berrivale's extensive product range caters to individual needs of supermarket retailing, food service, institutional catering or fast foods. Berrivale, with 50 years of experience in fresh juice business, hopes to make a dent in the Indian market with its wide range of products.

Chandran said that initially the company planned to market Berri brands of orange, grape and apple juice. The cities identified by the company for the August launch include Hyderabad, Bangalore, Chennai, Kochi, Mumbai and New Delhi.

Buchel said the company planned to launch its products in two-litre, one-litre and smaller sizes in pet bottles and tetrapacks. The company offers products with an average shelf life of eight to nine months.

Berri, which has a 50 per cent share of the \$750m Australian market, hopes to make a good impact in the Indian market. According to Buchel, Berri is being sold in 30 countries at present. Besides Australia, the company has manufacturing facilities in Indonesia and Singapore.

(Adapted from: Financial Express, Thursday, July 1, 1999, KP Sethunath)

Student exercises

1. How do you think Berri got into the Indian market? Did they get help?
2. What advantages do you think this product may have in international markets over its competitors? (Think about its image coming from Australia and its packaging and list as many advantages as you can.)